



*For immediate release*

## VIA RAIL CANADA REVEALS TOP 10 REASONS TO TRAVEL BY TRAIN THIS SUMMER

**NEW YORK (June 2, 2011)** – Airfares continue to skyrocket and gasoline prices are also on the rise, already above \$4.00 a gallon. This is alarming for travelers seeking a summer getaway and method of transportation for their vacation that is easy on their ever-shrinking holiday budget. For travelers who can't swallow the uptick in land and air prices, **VIA Rail Canada** offers a refreshing way to land tour by train this summer. Connecting cosmopolitan cities like Montreal, Toronto and Vancouver to picturesque destinations such as Jasper, Halifax and Prince Rupert, VIA Rail's eco-conscious spin on the summer "road trip" is perfect for vacationers wishing to disconnect from **busy schedules and combine fun with enriching experiences**.

"Train travel continues to increase in popularity and VIA Rail Canada's efforts to encourage Americans to 'see Canada by train' produced exceptional results in 2010," says Aurelio Macaraeg, senior manager of marketing & sales Americas. "With most of the tourism industry creeping out of the economic downturn, VIA Rail noted that a significant number of Americans visiting Canada were choosing to experience it by train".

Following are Macaraeg's top 10 reasons to travel by train this summer with VIA Rail:

1. **On Time:** due to improvements in infrastructure, well-planned schedules and precision of train movement, VIA Rail's systems run their services every day with remarkably few delays. Trains, unlike other transportation modes, also run in all sorts of weather conditions.
2. **Convenience:** train travel is generally hassle-free. No need to show up at the station hours in advance, nor stand in line for security checks. VIA's downtown-to-downtown service in most locations also means saving on time and cabfares to airports way out in the 'burbs. Not to mention, booking a ticket online is as easy as a few clicks.
3. **Comes with no baggage fees:** unlike most airlines today, VIA Rail is one of the most cost-effective and easy means of transporting luggage as you travel. Each passenger is allowed to check up to 2 bags at no cost. Passengers also won't have to worry about losing baggage as VIA has an impeccable track record in baggage handling.
4. **Affordable Rail Passes & Special Promotions:** VIA Rail Canada's rail passes offer unparalleled flexibility and great value. What a way to see Canada at a bargain! Be sure to check VIA's website for sizzling deals with discounts of up to 75%.

5. **No Traffic Jams or Rest Stops:** travelers beat the highway traffic and have more room on the train to roam around, enjoy a gourmet meal without stopping, and can enjoy a restroom break at anytime.
6. **The “Scene”ery:** guests get to experience the dramatic and breathtaking views of Canada! It’s an amazing opportunity to see much of the country while being able to sit back in your reclined seat, or mingle in VIA’s observation deck and stylish lounges. There’s nothing like being awe-struck by the Rockies from the *Canadian’s* glass-roofed observation cars.
7. **Social Gathering:** riding the train with your family and friends can be a much more enjoyable experience. There are dining cars and lounge areas where everyone can get together and socialize in comfort. For those traveling alone, it’s a great way to meet fellow passengers and start long-lasting friendships.
8. **It’s Green:** the environmental advantages to train travel are enormous; trains are more fuel efficient than cars, which guzzle gas at \$4-5 a gallon. For the green traveler, VIA Rail provides the perfect travel solution. Over the past twenty years, VIA has cut fuel consumption by 30 percent, greenhouse gas emissions by 25 percent, and refurbished its locomotives to Light Rapid Comfortable (LRC) coaches to include more efficient heating, cooling, ventilation, lighting and lay-over systems. A proud “reduce, re-use and recycle” supporter, onboard products such as napkins and toilet paper are made of recycled paper and the coffee served onboard is 100 percent fair trade. The conservation of water is also a priority within VIA’s corporate goals. Investing millions to increase in efficiency of water and conserve hundreds of thousands of liters of water annually, VIA has consolidated tanks on the 100-car LRC fleet, upgraded its toilets to use less water per flush, and added a recycling system used to rinse water in its train “car wash” operations.
9. **Rest & Relaxation:** trains are the most hassle-free, tranquil and comfortable form of transportation. There is more legroom on a train than on a bus, plane or car. Passengers don’t need to “buckle-up” at any point of the trip and they can get up, stretch and walk around at their leisure. Traveling overnight in VIA’s sleeper cars is also a good way to save money on hotel accommodations for long-distance trips. Guests will be rocked to sleep in a berth, a cabin for one, two, three or in a suite. They can also enjoy all essential amenities — including a shower! All these, while enjoying Canadian hospitality at its best.
10. **KIT (keep in touch):** guests can stay connected to loved ones back home since VIA Rail offers cell phone service and free wi-fi on all trains in the Quebec-Ontario corridor. Elsewhere in the network, complimentary wi-fi is available in most major stations.

For more information on VIA Rail Canada’s services and promotions or to book a trip on VIA Rail, call 888-VIA-RAIL (888-842-7245) or visit [www.viarail.ca](http://www.viarail.ca).

#### About VIA Rail

As Canada’s national rail passenger service, VIA Rail Canada’s mandate is to provide efficient, environmentally sustainable and cost-effective passenger transportation, in the country’s two official languages. Every week, VIA operates 503 intercity, transcontinental and regional trains linking 450 communities across its 12,500-kilometre route network. The

demand for VIA services is growing as travellers increasingly turn to train travel as a safe, hassle-free and environmentally responsible alternative to congested roads and airports. Follow VIA Rail on [twitter](#) and [Facebook](#).

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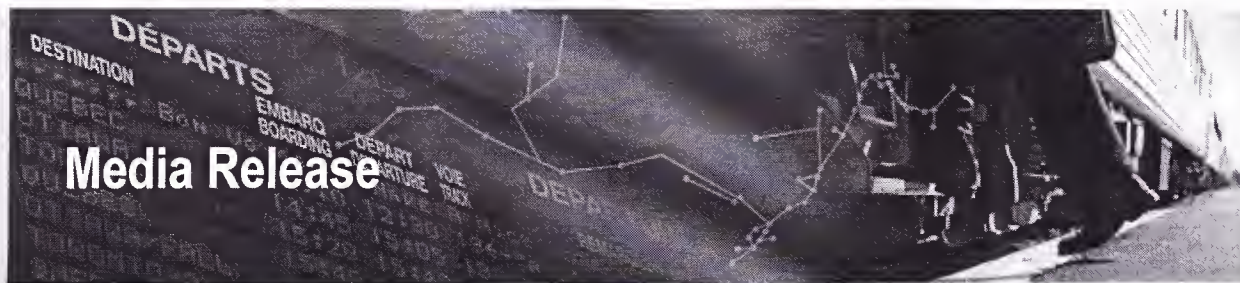
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## Media Release

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### **VIA Rail Canada's time-saving services for the time-chasing Business Traveler**

**MONTREAL** – March 9, 2011 – For the business traveler time is money, especially when it comes to the time spent away from the office. However, when your travel plans include VIA Rail, you'll be surprised by the savings you can realize. From hassle-free pre-boarding to internet access on board trains and business class lounges your travel time quickly becomes productive time. Factor in VIA's corporate packages and travel rewards and the savings continue.

When you travel with VIA Rail, you decide how best to use your time. Here are just a number of services VIA has to offer the business traveler:

#### **Complimentary Internet Access**

Turn your travel time into a productive work session. In the busy Ontario-Quebec corridor complimentary Internet access is available on board trains and exclusively to Business Class passengers in Panorama lounges in major Corridor stations. For a listing of stations offering complimentary Wi-Fi service, visit: [viarail.ca/en/useful-info/onboard-train/wireless-internet](http://viarail.ca/en/useful-info/onboard-train/wireless-internet)

#### **Business Class Amenities**

VIA Business class customers enjoy priority boarding, meticulous, personalized service, comfortable seats with plenty of leg room and complimentary newspapers to peruse over a delicious meal that includes a pre-meal cocktail, wine during the entrée culminating with an after-dinner liqueur at the evening meal. Travelling with colleagues? You can request a four-seater complete with a conference table to conduct your business. For more information on VIA Rail Business Class offerings, visit: [viarail.ca/en/trains/ontario-and-quebec/toronto-montreal/classes](http://viarail.ca/en/trains/ontario-and-quebec/toronto-montreal/classes)

#### **BizPak is Now Available in Business Class**

Catering to the business traveler shuttling between Canada's busiest cities, VIA's BizPak offers significant savings for the frequent traveler. For travel between two pre-determined cities (or points in between), VIA's BizPak, offers either 10 one-way credits in Economy class or 6 one-way credits in Business class. Travel with total flexibility: no advance purchase or special booking class required; the number of trips is automatically tracked. You can also purchase and redeem your BizPak online. For more information, visit: [viarail.ca/en/fares/travel-passes/bizpak](http://viarail.ca/en/fares/travel-passes/bizpak)

### **Host an “On-Train” Meeting for a Lasting Impression**

Looking for a venue that is sure to get the creative juices flowing? VIA’s Charter Car will have you inspired. Select a class of service then identify your required amenities from meal service to on-board entertainment and setting. VIA offers a number of specialty and service cars that offer an unconventional setting to conduct a meeting. In addition to the customizable itinerary, VIA provides complete audiovisual equipment and technical services. After the meeting adjourns, foster team building by taking advantage of the many outdoor activities available such as touring a vineyard or hiking a trail in the Canadian Rockies. For more information, visit: [viarail.ca/en/fares/business-travel/chartered-cars](http://viarail.ca/en/fares/business-travel/chartered-cars)

### **Loyalty Corporate Rewards**

For companies that often travel between Canadian destinations, VIA Rail's corporate account program helps save both time and money. For more information or to set up an account, please visit: [viarail.ca/en/fares/business-travel/corporate-fares](http://viarail.ca/en/fares/business-travel/corporate-fares)

For more information or to book a trip anywhere in the VIA system, customers can visit [viarail.ca](http://viarail.ca). Passengers can also book their tickets by calling 1 888 VIA-RAIL (842-7245), TTY 1 800 268-9503 (hearing impaired), or by contacting their travel agent.

### **About VIA Rail Canada**

As Canada’s national rail passenger service, VIA Rail Canada's mandate is to provide efficient, more environmentally sustainable and cost-effective passenger transportation, in the country's two official languages. Every week VIA operates 503 intercity, transcontinental and regional trains linking 450 communities across its 12,500 kilometers route network. The demand for VIA services is growing as travellers increasingly turn to train travel as a safe, hassle-free and environmentally responsible alternative to congested roads and airports.

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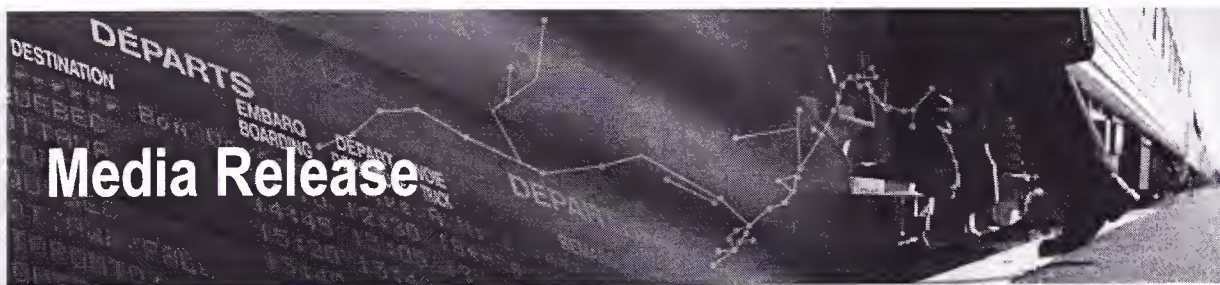
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## **VIA Rail's "Canada" a big hit with U.S. Travel Market**

### **Company posts impressive 2010 results**

**MONTREAL, February 23, 2011** – VIA Rail Canada is pleased to announce that its efforts to encourage Americans to "see Canada by train", produced exceptional results in 2010. While VIA Rail also experienced growth in the International markets, it saw a substantial increase in US visitors travelling on board their trains particularly deriving from U.S. Web and global tour operator sales. With most of the tourism industry still feeling the impact of the economic downturn, VIA Rail noted that a significant number of Americans visiting Canada were choosing to experience it by train.

In 2010, U.S. Web Sales increased by over 35%\*, a result VIA says is due to the newly renovated VIA Rail tour package website, [viarail.ca/en/packages](http://viarail.ca/en/packages). The user-friendly site showcases a variety of package tours that include VIA trains. The one-stop shopping option is something the tourism industry says more and more travelers are looking for. The increase in web bookings from the United States is also attributable in part to VIA's participation in the Canadian Tourism Commission (CTC) partners programs.

VIA Rail's total U.S. Tour Operator sales increased 50%\* in 2010 resulting from effective collaboration with key Tour Operator partners in various co-op marketing initiatives and travel trade shows. Nine new operators from across the U.S. & Mexico were also added to VIA's list of partners in 2010.

On the international market, VIA saw considerable improvement/growth from several countries including Australia Japan and South Korea. Likewise, VIA added 19 other operators across the globe: eight in Europe, Asia and South America; four in Australia and New Zealand; and, seven in Asia Pacific.

"The U.S. and international sales team's focus on solidifying strong relationships with key accounts, expanding its base of clients, and a targeted strategy in promoting all services, can be credited for the impressively positive 2010 results," said Pierre Santoni, Senior Director of Domestic and International Sales. "This is particularly significant growth when considering the strength of the Canadian dollar against the US dollar".

Tour Operators are confident and optimistic that business with VIA in 2011 will be as good as 2010, if not better

\*Numbers are 2010 vs. 2009 and are reflective of sales results through October 2010

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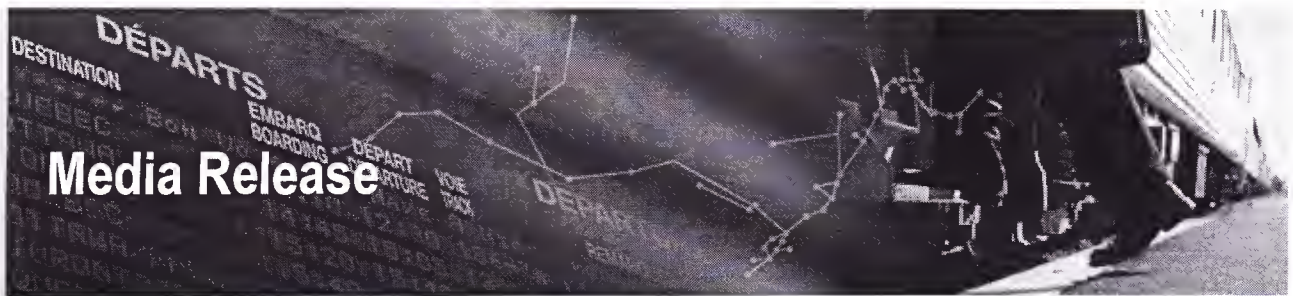
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## **BURN FAT NOT FUEL: VIA RAIL BIKE TRAINS RETURN FOR THE SUMMER WITH MORE DEPARTURES, MORE DESTINATIONS**

MONTREAL, (June 21, 2011) - VIA Rail Canada is pleased to announce that as in previous summers, its bike trains are back! With more departures and more destinations to choose from there are thousands of miles of cycling paths waiting to be enjoyed. From Toronto, Ottawa, Montréal, Quebec City, London, Windsor to Jonquière or Senneterre, VIA's Bike trains make it a simple and worry-free travel experience.

First launched in the summer of 2007, bike racks are now available year-round on select VIA Rail departures. Rack up the bike miles: with increased baggage cars operating over VIA's network including on the popular Ottawa -Toronto route, customers and cyclists can now connect to even more cycling destinations. Additionally, cyclists traveling to Toronto can continue on to Niagara Falls with their bikes using GO Transit services.

"Whether you're a Sunday biker or a professional cyclist, taking your bike on board with VIA Rail allows you to discover all the culture, history and authenticity of these regions from a whole new perspective," said Steve Del Bosco, VIA's Chief Marketing and Sales Officer. "When you take the train and your bike, not only are you helping to reduce our carbon footprint, you can relax and have fun getting there too."

From Quebec's extensive Route Verte (2,671 miles), the Greater Niagara Circle Route (86 miles), Ottawa's Capital Parkway Network (136 miles) to any of Ontario's Waterfront Trails (559 miles), VIA's Bike Trains provide a multitude of cycling destinations to choose from this summer.

To use the bike trains, customers simply check their bikes in at the counter for a small fee. VIA staff handle the loading of the bikes and hand them back to the customers on the platform at their destination. For a full listing of VIA's Bike Train schedules visit <http://www.viarail.ca/bike>.

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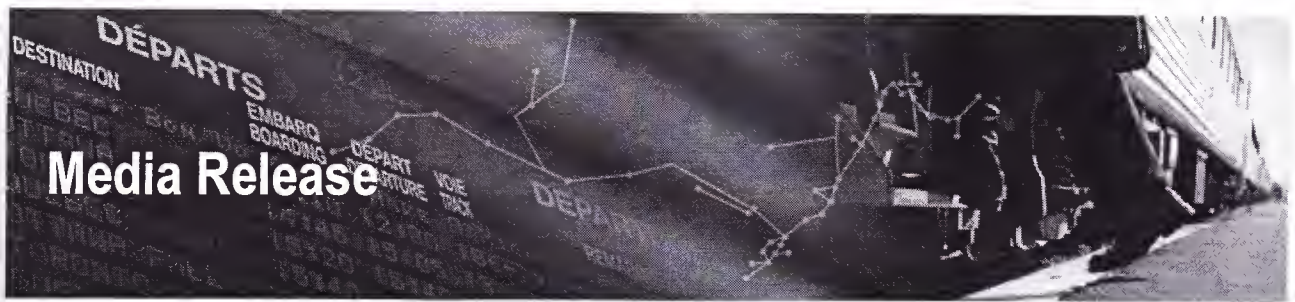
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## CANADA IN BLOOM: VIA RAIL CANADA OFFERS NEW FEATURES TO ANNUAL GARDEN ROUTE

**MONTREAL, (April 1, 2011)** – People all around the world travel to visit gardens. In 2007, the most recent year for which statistics are available, 27 million adult Canadians and Americans visited the spectacular gardens of Canada on an out-of-town trip of one or more nights. VIA Rail Canada offers a special VIA Garden Route for travelers to enjoy the country's spectacular gardens. Based on the increasing popularity of its Garden Route, VIA Rail is pleased to announce that two new gardens have been added to the route this year.

The 2011 VIA Garden Route includes 19 magnificent gardens, 27 award-winning *Communities in Bloom* destinations and countless local garden attractions from Victoria to Halifax. The new gardens on the 2011 VIA Rail Garden Route are Ottawa's Central Experimental Farm and the Annapolis Royal Historic Gardens in Nova Scotia.

Travelers can enjoy Canada's breathtaking scenery from their relaxing and comfortable VIA Rail seat en route to the gardens they choose on their Garden Route vacation. Upon arrival, visitors can take a self-guided tour of the gardens and *Communities in Bloom* or choose a Garden Route travel package from a number of VIA Getaways within the Windsor to Québec City corridor (<http://www.viarail.ca/en/packages>).

In fact, visiting a botanical or garden themed attraction while on a trip is among the top 10 cultural activities undertaken by vacation travelers in Canada, according to the *Travel Activity and Motivation Study*.

"In recognition of the growing significance of garden tourism, VIA Rail Canada is pleased to sponsor Canada Blooms and to offer the VIA Rail Garden Route, Canada's premier national garden tourism initiative, for the sixth year running," said Steve Del Bosco, VIA Rail's Chief Marketing and Sales Officer.

From June 3rd to September 5th, 2011, visitors to each participating garden along the Garden Route, as well as visitors to the websites of the 2011 Communities in Bloom destinations, can enter a contest for a chance to win a round trip for two with VIA Rail to Quebec City in the summer of 2012 to visit the Roger Van den Hende Botanical Garden and see the sights in this lively and historic city.

For a complete listing of gardens, local garden attractions and Communities in Bloom destinations, visit: [www.viarail.ca/garden](http://www.viarail.ca/garden).

### **About Communities in Bloom**

Communities in Bloom is a Canadian non-profit organization committed to fostering civic pride, environmental responsibility and beautification through community involvement and the challenge of a national program. For more information visit: [communitiesinbloom.ca](http://communitiesinbloom.ca).

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two nights at a hotel in Churchill; transfers from the train station to the hotel; and, the highlight, a beluga whale watching and historic Fort Prince of Wales tour. The package also includes a guided tour of the Hudson Bay Coast and the town of Churchill, viewing wildlife, the flora and fauna of the Tundra and learning about the area's history. To book this package or for more information, please contact Rail Travel Tours at (866)704-3528 or visit [www.railtraveltours.com](http://www.railtraveltours.com). Starting rate for this package is approx. USD\$1,643 based on double occupancy.

### **By Rail or Car: Quebec City, Rail, Nova Scotia & PEI**

A comprehensive seven night tour of Halifax where by traveling by rail and car, adds to the sense of relaxing unhurried travel. This package begins with a stay in historic Québec City, followed by a journey on board VIA Rail's *Ocean* where travelers can enjoy the stunning vista in the comfort of a private bedroom. Stay two nights in Halifax and explore the city and travel along the coast to Peggy's Cove and Lunenburg. Then, head to Cape Breton for another two nights and drive through the beautiful Cabot Trail as well as visit the Bras D'Or Lake and the Alexander Graham Bell museum. On Prince Edward Island, where a two night stay is included, enjoy the region hailed as Canada's Emerald Province. Finally, the trip culminates in Halifax. This package includes a rental car with seven nights pre booked hotel accommodations at each of the destinations. To book this package or for more information, please contact Cartan Tours, Inc. at (800) 422-7826 or visit [www.cartantours.com](http://www.cartantours.com). Starting rate for this package is approx. USD\$1,989 based on double occupancy.

For more information on VIA Rail Canada's services and promotions, or to take advantage of hot summer deals and book a trip with VIA Rail, call 888-VIA-RAIL (888-842-7245) or visit [www.viarail.ca](http://www.viarail.ca)

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